

**GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA**

UNSTARRED QUESTION NO:4383
ANSWERED ON:26.08.2004
UPDATION OF IIMC CENTRES
Kurup Adv. Suresh

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

- (a) whether the Government has received any proposal from the Indian Institute of Mass Communication, Kottayam Chapter, Kerala for strengthening the Centre;
- (b) whether the Government has any plan to update the IIMC centres in tune with the new developments in media scene;
- (c) if so, the details thereof; and
- (d) the action taken by the Government in this regard?

Answer

The MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) There is a proposal for Indian Institute of Mass Communication (IIMC)'s collaboration with a centre for higher learning in Kottayam under the Scheme 'Collaboration with Regional Centres of learning/ universities'.

(b) to (d) In the context of rapid development of Information Technology and to keep IIMC Centres in tune with the new developments in the media scene, the Government has formulated Schemes to upgrade the facilities for imparting training to the scholars including equipments needed for practical training and for upgrading teaching aids such as audio-visual and digital electronic equipment, Community Radio Stations among others. Training material in Hindi for Hindi journalism students, translation of mass media related English articles into Hindi and other vernacular languages is being done. The Center for New Media and Policy aims to create extensive and authoritative documentation on issues vis a vis the Indian situation and to make the Center a body of knowledge for policy makers. With the growing demand for trained manpower in the changed media scenario, widening range of TV and spread of cable television, FM radio, etc., it has been decided to encourage State Governments/ Universities to open their own Centres/ Departments of Mass Communication/ Journalism.